

Keeping it SAFE

Under Twenty-one Alcohol Prevention Coalition

Reducing youth access to alcohol ★ Reducing the effects of under twenty-one alcohol use

Guidelines and Application for STUDENT VIDEO CONTEST

★ **Entry due: 5 pm Wednesday January 26, 2011**

Project Description: *to put together a 30 second video to be used as a public service announcement on the dangers of under 21 alcohol use (see topic list). Projects will compete for a cash prize for the affiliated youth group.*

All entries must be the original work of the students.

Omission of any information will result in the project being returned.

★ **Keep in mind your audience: your peers!**

Review the following checklist before submitting your public service video. Avoid being disqualified.

Be sure to

- Complete the entire cover page
- Include a signed verification letter
- Avoid using copyrighted music and images from any source without permission including but not limited to magazines, books, DVDs, videotapes, television programs, web sites, or commercials
- Document sources for statistics
- Submit a video message that matches the message selected on the cover page
- Use appropriate language, dress, music, and behavior. Avoid anything which glorifies drugs, alcohol, sex, violence or gang related paraphernalia
- Include the reflection page

Guidelines for 30 second message: See page 2

Cover Page must be completed with the following

- Name of youth group or organization
- Address for youth group or organization
- Names of all student participants (used for award certificates)
- Name(s) of adult sponsor/advisor and contact information
- Adult sponsor/advisor has signed the media consent statement
- Federal ID tax number, remember not the State tax exempt number, cash award payable to schools or organization.
- Public service message topic identified
- Attached signed verification letter from staff of school/church/organization.
- Indicate how you heard about the contest: Optional suggestions for contest information promotion
- Attached reflection page, one for each group project
- Sponsor or advisor signature

Keeping It SAFE: enter early!

► ★ **Entry Due: 5 pm Wednesday January 26, 2011**

Deliver entries to:

Keeping It SAFE Coalition
c/o Department of Liquor Control
Community Outreach
16650 Crabbs Branch Way
Rockville MD 20850

Contact:
Meg Baker
240-777-6652 or
meg.baker@montgomerycountymd.gov

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The public service video message:

★ Speak slowly and clearly so that all your words are understood by the audience and the judges.

- Choose one topic for the public service video:

1. Prevention Under-21 Alcohol Use
2. Alcohol Poisoning
3. What to do if you are worried about someone's drinking
4. How media influences teen thoughts about under-21 drinking

- The video message must be 30 seconds.

Optional: A slate (credits) is acceptable but must not be part of the 30 second message.

Slate description:

Group name

School

Student producer (s) (first names acceptable)

Names of the student participants (first names acceptable)

Background music: source—if written by a student, add a name for acknowledgement

- Copyrighted images and music are not allowed from any source without permission, including but not limited to magazines, books, DVDs, videotapes, television programs, web sites, or commercials.
- Public domain materials are acceptable.
- DVD must play in a standard DVD player (not just a computer).
- Provide a separate attached resource page for statistics quoted in the video message.
- Use appropriate language, dress, and behavior. Avoid clothing or music which glorifies drugs, alcohol, sex, violence or gang related paraphernalia.

Avoid being disqualified! Be sure to

- ✓ Complete the entire cover page
- ✓ Include a signed verification letter
- ✓ Avoid using copyrighted music and images from any source without permission including but not limited to magazines, books, DVDs, videotapes, television programs, web sites, or commercials
- ✓ Document sources for statistics
- ✓ Submit a video message that matches the message selected on the cover page
- ✓ Use appropriate language, dress, music, and behavior. Avoid anything which glorifies drugs, alcohol, sex, violence or gang related paraphernalia
- ✓ Include the reflection page

★ Required Forms for each public service video that is submitted:

1. Completed application page
2. Letter from a school/church/organization staff verifying that the participating group is affiliated with the school/church/organization
3. Reflection page

Judging process to be done in February or March:

A team of adults and youth from the Keeping it SAFE coalition will judge the entries on the following criteria:

- 1) Did message stay on topic
- 2) Originality/creativity
- 3) Persuasiveness of message
- 4) Overall video quality (clear dialogue, image stability
background sounds: too loud, inaudible, etc)

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Notification of Winners:

The Keeping It SAFE Coalition team leaders/member will notify winners/non-winners using the contact information provided on the application cover page.

Recognition★Awards Event:

- ❖ Winners and all participant s will be recognized at an April 29 2011 Awards Event at the Executive Office Building Auditorium, 101 Monroe Street, Rockville MD 20850. Doors open 9 am. Family, friends, school staff welcome.
- ❖ Students will receive their awards in front of special guests, community and family. Winners will be required to read their reflection statement.
- ❖ The trophies and cash* awards will be distributed at the Awards Event.
- ❖ Details and invitations will be distributed to the sponsor who will notify their students and the Principal. Family members are encouraged to attend.
- ❖ The winning public service video messages will be shown.
- ❖ The non winning participants will receive certificates.

Prize* information for winning groups:

- ❖ **Middle School** age winning groups:
 - ~ **First place prize:** the group will receive a check made out to their school/church/organization for \$500*, a trophy, and certificates of achievement for each student involved.
 - ~ **Second place prize:** the group will receive a check made out to their school/church/organization for \$250*, a trophy, and certificates of achievement for each student involved.
- ❖ **High School** age winning groups:
 - ~ **First place prize:** the group will receive a check made out to their school/church/organization for \$1000*, a trophy, and certificates of achievement for each student involved.
 - ~ **Second place prize:** the group will receive a check made out to their school/church/organization for \$500*, a trophy, and certificates of achievement for each student involved.

* The contest and cash prizes are sponsored by the
Automated Traffic Division-Montgomery County Department of Police

* The checks will be made out to the school or organization only.

Other Information:

- Winning entries will be submitted to multiple media outlets. Final answer? Director's discretion!
Keeping it SAFE Coalition (KIS) has the right to edit and to use all entries for public information purposes.
- *Keeping it SAFE Coalition* is unable to offer student service learning hours as the students are not under direct supervision of the KIS coordinator. The student group sponsor must be responsible for documenting student service learning hours. *Keeping It SAFE Coalition* will issue verification of the completed project, upon request.
- All entries become the property of *Keeping it SAFE Coalition* and will not be returned.

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Application ★ Cover Page

Required: one page for each student video contest entry

Entry Due: 5 pm Wednesday January 26, 2011

(Make a copy of this page for yourself)

Name: youth group or organization

Address: of youth group or organization

Names of all participating youth: these names will be used for certificates at the awards event. A separate page may be attached. Be legible-clear.

Name of Adult sponsor or advisor and *contact* phone and email:

Signature:

Media Consent Statement: Sponsor or advisor to complete:

Sometimes members of the press are interested in contacting the winners of this contest. Please check and initial one of the following:

_____ Yes, I agree to have my name and contact information released to the press.

_____ No, I do not want my name and contact information released to the press.

Federal ID tax number (usually 9 digits). You may have to contact the school/church/organization business manager for the number information. Please note: this is not the State tax-exempt number.

ID: _____

Circle which topic selected for public service video:

- Preventing Under 21 alcohol use
- Alcohol Poisoning
- What to do if you are worried about someone's drinking
- How media influences teen thoughts about under 21 drinking

Other details:

_____ DVD must play in a standard DVD player (not just a computer)

_____ Letter from staff of school/church/organization that verifies youth group affiliation.

_____ Group reflection page, one for each group project

Please indicate how you heard about the student video contest: Circle all that apply

- Flyer
- MCPS PSA promo
- At a meeting
- Newspaper: print or online
- Word of mouth
- Email

Suggestions to get the word out next year:

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Required: Reflection Statement

- ★ Submit a group reflection statement with each video project

Details: one page, size 11-12 font, 1.5 line space. Handwritten accepted: must be legible-clear.

- ★ Describe how working on this project influenced the group's perspective about under 21 (underage) alcohol use.

- ★ The contest winners will be asked to read their reflections statements at the Awards Event.

Make a copy for yourself so that you can practice.

★ School Name and Group Name: _____

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Message Tips

Composing a 30 second message:

- Keep your message simple
- Cover only one or two points in 30 seconds and repeat it in different ways
- Start with something interesting
- Create a tag line for your group
- Work from a general idea to something specific. Show your audience the problem and then how to solve it.
- Use few scenes within your 30 second time frame to avoid confusing your audience
- Use testimonials and ordinary people
- Avoid “stand ups” which is one person delivering your message
- If you’ve got something interesting to show, use voice-overs

(Resource: Maryland Teen Advisory Council Communications Committee March 2006, Maryland Department of Education)

Quick Tech Tips

Shot Composition:

1. Use a tripod if you have one!
 - a. Unless you are looking for shaky video, use a tripod
2. Focus [on the eyes]
 - a. Zoom in as close as you can to the subject’s eyes
 - b. Focus until the eyes glisten
 - c. Zoom out to your shot
3. Use the rule of thirds
 - a. Important things should be on the upper third or lower third of the frame
 - b. The eyes will become the point in which the viewer will want to look at, so frame them on the top third.
4. Avoid “negative space”
 - a. Frame the subject to allow an appropriate amount of headroom (space above the person) and lead/nose room (space in front of a person)
 - b. Having shots too loose will make the talent look small, and could be uninteresting

Lighting:

1. Use existing light when possible
 - a. If there is enough lighting in a room or outside for the camera, use it!
 - b. If you use existing light, be sure it is not creating unwanted shadows or uneven lighting on the talent
2. “Bounce” the source
 - a. Using a reflecting card or white board to reflect the main source of lighting will eliminate some shadows, but will not over-light the subject
 - b. Use the 45 degree rule for lighting-the light and bounce card should be 45 degrees from the direction the talent is looking on opposite sides. Even if the sun is your source of light!
3. White balance your camera any time the light changes
 - a. If your camera doesn’t automatically white balance, you must white balance every time the lighting changes

Sound:

1. Have a microphone? Use it!
 - a. The camera’s microphone is designed to pick up ambient (sound around the area) but not necessarily an individual talent
 - b. Using a lavalier (lapel) microphone is great for interviews
 - c. A hand-held microphone is still better than the camera’s microphone

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Sound continued:

2. Placing the microphone closer to the source of sound (the person's mouth) will help eliminate sounds from the surrounding area
 - a. For lavalieres: 8" from a person's mouth is a good distance. Soft-spoken talent may need to have the microphone slightly closer
 - b. Hand-held microphones should be just on the edge of the frame of video
 - c. If you must use the camera's microphone place the camera as close as the show will allow
3. Record ambient sound
 - a. You may never know when a little extra background sound could be helpful in post-production
 - b. After an interview, or while shooting b-roll, just let the camera record for a few minutes while everyone is quite.
4. Appropriate music will add to the project
 - a. Music can reinforce the mood of a piece
 - b. Be sure not to have the music too loud if there will be speaking
 - c. Selecting music without lyrics will be less distracting to the viewer
 - d. Music can be used to cover "tape hiss" or other quiet, unwanted sounds

General Tips:

1. Shoot for post-production
 - a. "Fix it in post" should never be the goal. If something doesn't look right, it will almost always be easier to re-shoot the footage, especially if you are still on location
 - b. Keep in mind where you might want to cut away, or cut in. Plan your b-roll taping accordingly.
2. Use the "manual" settings for your cameras
 - a. The automatic settings are great on most cameras, but they take the control away from the operator
 - b. Auto-iris, white balance and focus sometimes have limitations
 - c. Focus shifts (when the focus bounces between soft and sharp) can happen when the camera is confused about what should be in focus
 - d. Slight changes in light levels can cause a similar problem with the iris
 - e. If you can adjust the audio on your camera, put that in manual also
3. Allow extra time for setup, strike and retakes if needed
4. Plan, plan, plan!
 - a. Using storyboards, scripts, and edit decision lists for post-production may be time consuming and boring at first, but they will save tons of time in the long run!
 - b. Even if the final product doesn't look exactly the way you originally pictured it, having a plan when you go into the field or into editing will help move the process along

(Resource: Access Montgomery Television)

Web Resources:

Public Domain Sites:

www.Pdinfo.com; Public Domain Information Project
www.pdmusic.org
www.wikipedia.org
www.royaltyfreemusic.com

General:

www.montgomerycountymd.gov
www.montgomerycountymd.gov/kis
www.samhsa.gov
www.underagedrinking.samhs.gov
www.family.samhsa.gov
www.jointogether.org
www.centurycouncil.org

General continued:

www.mediacampaign.org
www.timetotalk.org
www.nida.nih.gov
www.stopalcoholabuse.gov
www.abovetheinfluence.com
www.niaaa.nih.gov
www.madd.org
www.why21.org

Youth:

www.thecoolspot.gov
www.stopalcoholabuse.gov
www.abovetheinfluence.com
www.toosmarttostart.samhsa.gov
www.camy.org (media)
www.sadd.org
www.noys.org
www.centurycouncil.org

Help Sites:

www.infomontgomery.org
www.mdcsf.org
www.alanon.org
www.nacoa.org
www.alcoholscreening.org
www.aa.org

Montgomery County MD

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www.wrap.org